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Press Release  
**For Immediate Release**  
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### **Apartment Complex Wins Over Renters by Marketing Privacy and Noise Reduction Using Acoustiblok® Soundproofing**

Hoboken, NJ – Residents of the Lexington apartments in Hoboken enjoy more than the usual amenities that are part and parcel in most upscale residences: tranquility.

Considering that the number one complaint in multifamily housing is noise, and that people are now becoming aware of the effect noise has on not only their health but also on their relationships, marketing “tranquility” is indeed a major plus in acquiring new residents.

When construction was completed on the upscale, 49-unit Lexington in 2008, it wasn't the granite countertops, the stainless appliances or even the hardwood floors that brought in new residents. In fact, it's what they can't see – or hear – that makes their living spaces so sought after.

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Acoustiblok sound abatement material installed under the drywall and subfloor during construction of the Lexington provides an environment that is void of the constant ambient noise associated with apartment living. Lexington tenants won't hear their neighbor's TV, conversations, or clamor to get out the door in the morning. What they will hear is silence.

Having Acoustiblok as a feature is a boost to Realtor Basil Skaltsis, who finds tenants for the Lexington. Skaltsis says that most high-end apartment seekers hope for a high level of privacy but have come to realize new construction usually leaves much to be desired. .

"Since this building opened we have not had one single noise complaint," Skaltsis says. "One cannot grasp the magnitude of this unless you have lived below someone whose child has a Big Wheel, or next door to someone who watches television until three o'clock in the morning."

Acoustiblok is a unique soundproofing material which has taken years to develop. Just one thin 1/8-inch layer of Acoustiblok in a standard stud wall can reduce more sound than 12-inches of concrete. The soft flexible material is 4.5-foot wide and is available in 30, 60, or 350-foot rolls.

Acoustiblok is usually stapled or screwed to studs before drywalling. It is a proprietary formula, heavy mineral filled, viscoelastic polymer which is easily cut with a utility knife. While other materials attempt to block or absorb sound, the heavy, limp Acoustiblok material actually vibrates from the sound, transforming the acoustical energy into inaudible friction energy in a process often referred to as "isothermal adiabatic". Lead, previously considered the best soundproofing, works on precisely the same basis and has exactly the same STC rating. Unlike lead, Acoustiblok is eco-friendly, moisture and mold-proof, and contains no harmful pollutants.

Set in the heart of the tony Columbus Park area of Hoboken, each apartment in the Lexington offers a tranquil oasis from the hustle and bustle of the city while allowing its residents the convenience and perks that come with living in a cosmopolitan setting.

Acoustiblok is available worldwide, is easily installed and will last the life of the building. Install it once, and enjoy the quiet for a lifetime. For more information, contact [sales@acoustiblok.com](mailto:sales@acoustiblok.com) or call 813-980-1400.

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